



*Improving New York Agriculture through Education, Leadership Development and Recognition Programs since 1832*

**“Eat Local/Feed the World –  
Food Production for the Future”**

**Annual Forum • January 6, 2011 • Syracuse, NY**

The theme of our 179<sup>th</sup> Annual Meeting and Forum will be all about Food.

An exciting lineup of interesting speakers will cover the topic of food production for the future...from a global perspective down to the local perspective. We will hear about food safety issues, nutrition, and economics as they relate to future food production. With fewer acres of farmland and fewer farmers around the world, who is going to feed the world’s expanding population, and how are they going to do it? Come to the Annual Forum and explore this very timely and important topic.

**Keynote Speaker:** Dr. Robert Thompson, Ret. Chair of Agricultural Policy  
University of Illinois, Urbana-Champaign

**Panel Moderator:** Dr. Kathryn Boor, Dean  
College of Ag & Life Sciences, Cornell University

**Panelists:** Jim Bittner  
Singer Farms

Dr. Bob Gravani  
Professor of Food Science, Cornell

Dave Swenson, Department of Economics  
College of Agriculture, Iowa State

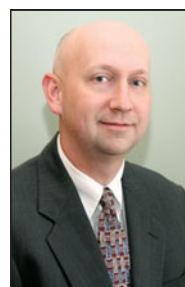
Dr. Jennifer Wilkins  
Division of Nutritional Sciences, Cornell

As always, the Society will present the Century Farm, Business of the Year and Journalism awards at the annual Pride of New York awards luncheon as well as the new Agricultural Education award recognizing individuals or groups for their efforts to improve the understanding of agriculture in their communities.

*-Please see **EAT LOCAL**, page 6*

**President’s Message**

*From Mike Haycook*



According to the International Program Center, by the time you receive the Fall Cultivator, the World Population will exceed 6.85 billion people. Looking closer to home, the US will have over 310

million people with a net gain of one person every 10 seconds (US Census Bureau). It’s quite amazing how quickly the world population has expanded since the beginning of the 20th century.

For generations, society has been asking “How are we going to feed all the people in the expanding world?” And generation after generation, the food and agricultural industry finds a way. As we look to a future with more and more people and desires for increased quantities as well as varieties of food, agriculture will once again need to rise to the challenge. Different this time though is an increased awareness of environmental and social needs, cultural expectations and ever-expanding governmental

*-Please see **PRESIDENT**, page 5*

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**Forum registration information  
available Mid-November!**

## 2010 Business Members

**Please Renew for 2011!**

### Gold (\$1,000)

Cargill, Inc.  
Farm Credit East, ACA  
Farm Credit Northeast  
AgEnhancement  
Freed Maxick & Battaglia, CPAs  
New York Wine & Grape Foundation  
NYS Dept. of Agriculture & Markets  
Scolaro, Shulman, Cohen, Fetter & Burstein, P.C.

### Silver (\$500)

Alpha Gamma Rho, Cornell University  
American Dairy Association & Dairy Council, Inc.  
Blue Seal Richer Dairy Nutrition  
Cornell University College of Ag & Life Sciences  
Erie & Niagara Insurance Association  
Mercer's Dairy  
New York Farm Bureau Member Services  
Northeast Agriculture Technology Corp.

### Bronze (\$250)

AgCore, Inc.  
American Agriculturist  
American Farmland Trust  
Beak & Skiff Apple Farms, Inc.  
CaroVail Fertilizer  
Commodity Resource Corp.  
CY Farms/Batavia Turf  
Hudson River Fruit Distributors  
Knapp Farm  
Linwood Commodities, LLC  
Morrisville State College  
New York Agriculture In the Classroom  
New York Farm Viability Institute  
New York State Grange  
NYCAMH- NY Center for Ag Medicine & Health  
NYS Horticultural Society  
NYS Maple Producers Assn.  
NYS Vegetable Growers Assn., Inc.  
Ramona's Awesome Gourmet Dressings  
Sirius Change LLC  
SUNY Cobleskill  
Watershed Agricultural Council

## Membership...Renew and Recruit for 2011!

Whether you're an individual or business, membership in today's New York State Agricultural Society represents an unparalleled opportunity to involve yourself in a large cross section of New York agriculture. The Society explores the issues important to New York's agricultural industry every January at our Annual Forum and participation provides Society members with the best agricultural networking opportunities available anywhere. Membership in the Society is a bargain. **Renew yours today and refer a friend. You won't regret it.**

## Business Member Benefits for 2011

We appreciate the generous support from our business/organization members and want to reward your loyalty with greater visibility in our publications and at our Forum. Please act by December 1st to take full advantage of these NEW benefits!

<b>Bronze</b>	<b>\$250</b>	<b>Listing in Forum Program Book Exhibit Space at Forum</b> <i>(To reserve your space, send payment by December 1)</i> <b>Listing in Spring &amp; Fall Cultivators</b> <b>Listing on Society's web site</b> <b>1 Individual Membership for 2011</b>	<b>(\$500 Value!)</b>
<b>Silver</b>	<b>\$500</b>	<b>ALL of the Bronze Level Benefits PLUS:</b> <b>Half Page Ad in Forum Program Book</b> <i>(Camera ready ad must be submitted by December 1)</i> <b>1 Forum Registration, Lunch &amp; Dinner</b>	<b>(\$750 Value!)</b>
<b>Gold</b>	<b>\$1000</b>	<b>ALL of the Silver Level Benefits PLUS:</b> <b>Full Page Ad in Forum Program Book</b> <i>(Camera ready ad must be submitted by December 1)</i> <b>4 Forum Registrations, Lunches, Dinners, Memberships</b> <b>Your Logo on screen during "down time" at Forum</b>	<b>(\$1500 Value)</b>

## 2011 MEMBERSHIP NYS AGRICULTURAL SOCIETY

**Copy this form - Use one for your own membership and introduce a friend or business associate to join the Society!**

**Sign me up for 2011!**

\_\_\_ Individual Membership (one person) \$20  
\_\_\_ Lifetime Membership (one person) \$200  
\_\_\_ Business Membership (circle one) \$250 \$500 \$1000

**Business Members: Act by December 1<sup>st</sup> to take advantage of new opportunities for visibility!**

Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please make check payable to: **NYS Agricultural Society**  
Mail to: 493 Charlton Road, Ballston Spa, NY 12020

# 2010 New York Farm Safety Award

*Sponsored by Cargill, Inc.*



L-R Bill Bianchi & Mark Davis with the finished product of their orchid growing business

The NYS Agricultural Society is pleased to announce the 2010 recipient of the Society's New York Farm Safety Award – Bianchi-Davis Greenhouses, Inc.

The Bianchi-Davis Greenhouses are owned and operated by partners Bill Bianchi and Mark Davis. The business is located on Long Island at 286 Doctor's Path, Riverhead, NY.

Safety is the number one concern at Bianchi-Davis Greenhouses, and all employees must follow the safety policies as firmly outlined. The owners note that they are obsessed with safety, and those who do not follow the safety policies cannot work there. The result of their efforts is that in 11 years they have had only one very minor injury.

The owners make up the farm safety committee and they work closely with all employees. They also work with the New York Center for Agricultural Medicine and Health to deliver bilingual safety training and mentoring programs to employees. They have a safety inspection program to insure that safety issues are corrected before accidents happen. Employees are always supervised to make sure they are following safety guidelines.

The safety record at Bianchi-Davis Greenhouses speaks for itself. The NYS Agricultural Society and Cargill, Inc. are pleased to honor Mr. Bianchi and Mr. Davis with this award. They could not be present at the Empire Farm Days Ag Leader Luncheon to receive this award, but they will be formally honored with a plaque recognizing their safety efforts and a monetary award of \$500.

The NYS Agricultural Society has championed agriculture for many decades and we are pleased that Cargill, Inc. supports our efforts to spread a strong message about the value of effective farm safety awareness programs on farms across New York State.

## New Exhibit Opens at Witter Ag Museum



L-R: Dan O'Hara, NY State Fair Director; Kaitlyn Guptill, Onondaga County Dairy Princess; Patrick Hooker, NYS Ag and Markets Commissioner; and Bill Magee, NYS Assembly Ag Committee Chair.

Through the efforts of the Friends of the Witter Agricultural Museum at the NYS Fair, a new exhibit debuted in August with the opening of the 2010 Great New York State Fair. This exhibit, seen upon entering the main gallery of the Witter Museum Building, was built upon and within a seven rafter structure built to resemble an old fashioned frame barn.

On the outer side of the rafters is a series of panels focusing on the historical periods of agriculture in NY State, starting with the native American period named "Native Land", followed by Colonial Agriculture, Forest to Farm, The Empire State, Dairying Dominance, The Changing Farm, The Modern Era, and finally "The Future of Farming in New York". Each panel includes an array of key facts and pictures and/or illustrations of that era.

The exhibits inside the structure are more interactive - and more focused on helping our visitors, most of whom are far removed from farm life and work, to understand how food gets to their tables, some of the costs involved, and much more. For example, at one station, visitors can learn about the agriculture in their home county by touching that county on an interactive NYS map. This includes both historic facts as well as current statistics. Another station allows fairgoers to match examples of antique farming tools with their purpose.

This \$70,000 exhibit was funded through a cost sharing arrangement of the Friends organization and the New York State Department of Agriculture and Markets. Fund raising has been conducted by the Friends, both among relevant foundations and the Friends membership to support this project, and provide seed money for future upgrades at the Museum. This new exhibit is the beginning of a multiyear plan to upgrade the Museum so that it will become a "must see" building at the Fair.

The Friends group was created by the New York State Agricultural Society in 1999 to be a support group for the Museum, which was established by the Society in 1928. To learn more about the Museum and/or the Friends go to the Ag Society website at [www.nysagsociety.org](http://www.nysagsociety.org).

Richard Church  
*Friends President*

# In the Field...

Society members “took to the field” this summer promoting an awareness of our organization, its contemporary contributions to New York agriculture, and interacting with the agricultural community.

## Summer Board Meeting in Western New York

Hans Kunze and Diane Held, summer meeting co-chairs, hosted the Society Board in Western New York for our summer meeting in July. After business was completed a delicious meal was served at Hans & Leslie Kunze’s home amid their beautiful gardens in Wyoming, NY.



L-R Eric Grace, Executive Director of the Genesee Valley Conservancy; Diane Held, Ag Society Board Member - American Farmland Trust; Jeff Mulligan, Mulligan Farm.

The following day we drove through Letchworth Park and met up with Eric Grace, Executive Director of the Genesee Valley Conservancy and Jeff Mulligan from Mulligan Farm to learn about their farmland preservation efforts. The Genesee Valley Conservancy (GVC), a non-profit organization in operation since 1990, has preserved over 8,300 acres of land in Livingston, Erie, Monroe, Ontario, Wyoming and Allegany counties. GVC strives to maintain and enhance the scenic and environmental quality of the Genesee Valley region; with open space rapidly disappearing, conservation efforts are increasingly important. Natural areas are essential to a healthy environment, local food production, scenic views, and overall quality of life.

Mulligan Farm, Inc., a 1000 acre dairy farm in Livingston County, (much of which is prime farmland) was permanently protected in 2010 using funds from both the New York State Farmland Protection Program and the USDA Farm and Ranchlands Protection Program. The Mulligan family wanted to ensure that the farm would never be developed and were pleased when they were able to afford to do so with funding from the state and federal programs. This farmland will be part of a total 7500 acres to date in Livingston County that are either protected or under award to be protected and available for agricultural use in perpetuity. The Genesee Valley Conservancy holds the conservation easements on this protected farmland.

## 3 WNY Farms Toured



Hans Kunze, Ag Society Board Member - Steuben Trust Company; Jamie VanArsdale - Southview Farms

Southview Farms is owned by Jamie VanArsdale and his father James. Jamie was our host and he told us about the farm which has some interesting history and was formerly owned by his father in partnership with Richard Popp, who died, thus VanArسدales bought out the estate through a buy/sell arrangement. They have 1200 cows plus heifers. Jamie’s brother and father also own another large dairy, Sparta Farms, on the east side of the Genesee River.



Tom Marquart

Marquart Brothers is a potato and cash crop farm owned by Tom Marquart (our host) and his brother, Edward. They grow over 5,000 acres of crops including 1400 of potatoes. Tom showed us his new (2009) state of the art potato storage and the plans for this year’s expansion of the storage. He also showed us his potato harvester which is very large and impressive. Tom also owns various other entities including a very successful trucking business called TJ Marquart & Sons. They haul many bulk products all over the northeastern US with their large fleet of trucks and trailers. Tom’s very astute and business-minded partner and wife, Alexandra (Sandi) died in 2008. They have three sons who are all involved in the various entities on this diverse operation.



Martha & Hubert Wick- Swiss Valley Farms

Swiss Valley Farms is a modern 900 cow dairy farm with a unique methane digester built in 2009. So far it has been very successful, providing for all of the farm's electricity needs with excess electricity being sold on the grid. The owners are Hubert and Martha Wick and their two sons, Hubert and Patrick. Hubert is the main farm manager and is also the one, who many years ago, developed the first hay windrow merger which became a big success, evolving into the Oxbo windrow mergers of today. The family came from Switzerland and expanded the farm in 1990 into the large, modern dairy that it is today.

*Thank you to Hans, Diane and all of our farm tour hosts for an enjoyable summer session!*

## Empire Farm Days

Society Members spent three days interacting with hundreds of folks connected with New York agriculture... a great opportunity to promote awareness of our mission and our upcoming annual forum. In addition to imparting information, we were eager to hear from Farm Days attendees –

“Tell us about a journalist doing an outstanding job reporting on agricultural stories in your area”.... “what individuals or groups should be recognized for their efforts to improve the understanding of agriculture in your community”.... “Which families in the Western half of the NYS have continuously operated their farms for 100 years or more?”.... “What agricultural businesses demonstrate quality, leadership and innovation – deserving Business of the Year recognition?”.... “Who has dedicated his/her life’s work to New York agriculture and should be nominated for the Society’s highest honor, the Distinguished Service Citation?”

Thanks to CALS for including us in the Empire Building, and to Dick Church, Mike Haycook, Diane Held, Penny Heritage, Rich Jerome, Suzanne Mayer, Dick Peterson, and Dave Tetor for manning the Society booth.

Also thank you to *American Agriculturist* for including our farm safety award presentation at the Ag Leader Luncheon.

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*-PRESIDENT, continued from front page*

oversight. Just getting it done like we’ve done in the past might not be enough this time around.

This January’s annual forum will address these issues and more. The Forum Program Committee has worked hard to develop another thought-provoking topic and I hope all of you will join us in January.

Speaking of working hard, the Society’s volunteer board and committee members continue to work hard to fulfill the Society’s mission. This summer Elwyn Voss and his committee have been finalizing the details for kicking off the New York State Agricultural Society Foundation and we anticipate being ready to accept contributions at the Forum. The membership committee kicked off an individual membership drive with very strong results. Hans Kunze and Diane Held hosted a wonderful summer board meeting in Western New York and the Society was very well represented at Empire Farm Days with our booth well-staffed and many of us getting a chance to catch up with old friends and make new ones.

As I wrap up my term as Society President, I find myself thankful for the opportunity to participate in an organization with a history full of strong influence in New York agriculture as well as a sense of purpose in helping create a vibrant future.

I look forward to seeing you all in January as we help moderate the discussion of eating local while feeding the world.

**Mike Haycook,**  
*President, New York State  
Agricultural Society*

# LEAD New York on the Move

## Promising Opportunities with New CaRDI Affiliation

*By Larry Van De Valk, Executive Director, LEAD New York*

We are pleased to announce that the LEAD New York Program has moved – both physically and administratively – to the Community and Regional Development Institute (CaRDI) in the Department of Development Sociology at the College of Agriculture and Life Sciences. The move offers so many synergistic possibilities, one might wonder: why didn't we do this years ago?

As most readers of this publication already know, LEAD's mission is "to inspire and develop leaders for the food and agriculture industry", and during our 25-year history, we have done just that. If you look at the leadership of virtually any agricultural organization in our state, you would almost certainly find several LEAD graduates in those roles. A good case in point is the NYS Agricultural Society: fully half of the society's board of directors (and several recent presidents) are LEAD alumni, and most of the committee chairs are as well. Other examples of LEAD alumni serving in statewide leadership roles include Jim Barber (State Executive Director of USDA/FSA), Clifford Crouch (NYS Assembly), Kate Mendenhall (Exec. Director of NOFA-NY), and Dean Norton (President of NYFB).

What may not be as evident is that many of our LEAD participants "cut their leadership teeth" in **local** leadership capacities. These roles include but are not limited to: serving on local planning, zoning, town, village and school boards; election to public office at the local level (e.g. town supervisor, county legislature); or volunteering for any number of local, not-for-profit organizations. Not only do our newest members enter these local leadership roles, but some of our most seasoned alumni continue to serve in such capacities long after they graduate from our program. By some estimates, as many as 90% of our alumni serve in one or more of these local leadership capacities at any given point in time. It is also true that separating agricultural leadership challenges from local leadership challenges is difficult. In other words, many of the issues we face as agricultural leaders (e.g. land use and farmland preservation, property taxes, environmental concerns, economic development) are the same issues that other local leaders must also grapple with.

Now consider the work that CaRDI does: they offer research-based information in support of problem solving; they provide training for elected and appointed officials and community leaders to foster informed decision making; and they build partnerships between faculty and staff throughout the university who identify and work to support community development opportunities. In short, CaRDI has a track record of success in helping rural communities apply research-based knowledge to community problem solving. Some of that research has shown that leadership development – or community capacity building, as it is often called – is often one of the limiting factors to effective community problem solving. Enter LEAD New York...

We believe that LEAD can offer our leadership development expertise to the many outreach programs CaRDI offers, and in turn, CaRDI can help the LEAD network identify and address community issues more effectively. The synergy becomes obvious. If you would like to learn more, please visit: <http://devsoc.cals.cornell.edu/cals/devsoc/outreach/cardi/index.cfm>

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*-EAT LOCAL, continued from front page*

All are encouraged to stay for our evening activities to include the New York Bounty Banquet dinner, awarding of the FFA Chapter of the Year, the Society's Distinguished Service Citation and the State of the State's Agriculture Address by NYS Dept. of Agriculture & Markets Commissioner, Patrick Hooker.

The Annual Forum is a great opportunity to take a break from routine, explore a topic applicable to us all, and to network with agricultural exhibitors and colleagues.

We look forward to seeing you in January!

**Dave Tetor**

*Vice President & Program Committee Chair*

# Are YOU interested in serving on the NYS Agricultural Society Board or on a Committee?



Ag Society Board & Committee members at Middle Falls in Letchworth Park

We're always looking for "a few good agriculturists"... willing to take an ACTIVE role...and strive for a balance of representation:

- Geographic (...from E, W, N, S, & C New York)
- Commodity/Industry (Fruit, Dairy, Veg Crops, Poultry, Wine...)
- Gender
- Producer/Grower, Agri-Business or Farm Organization

The Board is comprised of 20 members: eighteen elected, and two nominated by agriculture to serve on the Cornell Board of Trustees.

If you're interested in serving on the board or a committee, please contact: Society President, Mike Haycock at (315) 265-8452.

## National Farm-City Week is November 19-25, 2010



Invite your community for a public showing of "The Performers", a PBS Documentary produced in 2007 and funded in part by the NYS Agricultural Society, which highlights a variety of products grown on New York State farms and the cutting edge technology keeping agriculture competitive in a global economy.

There's no easier way to show people about NY Agriculture! What are you waiting for? This DVD is a ready-made resource that can be shown again and again at direct market farms, ag events, fairs...

The contemporary, upbeat documentary is set to Broadway style music. You will visit Reeves vegetable farm in Baldwinsville and Plainville turkey farm in Syracuse. Voorheesville's Indian Ladder Farm grows 43 varieties of apples. At Satur Farms on Long Island, meet a former New York City chef turned gourmet grower. Ever heard of purple carrots? See how Ivy Acres grows and sells 70 million plants a year. Ridgeline Farm in Clymer is venturing into energy production. Intergrow Greenhouses in Albion grow hydroponic tomatoes and peppers 11 months out of the year. Roxbury Farm in Kinderhook embraces consumer supported agriculture. Evans Farmhouse Creamery in Norwich makes organic yogurt. Patterson Farms in Auburn incorporates technological changes on a traditional dairy farm. Dr. Konstantin Frank Vinifera Wine Cellars in Hammondsport brought the northern European grape to New York, and SUNY ESF is turning willows into fuel.

This is agriculture like many have never seen before, with high tech equipment that drives us into the future. It is an entertaining way to discover what's going on backstage at New York State farms.

DVDs make great holiday gifts!

To order: visit [www.wcny.org](http://www.wcny.org) or call (315) 453-2424.

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## **NYS Agricultural Society Officers**

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**Dave Tetor, *Vice President***

**Elizabeth A. Claypoole, *Secretary***

**Hans Kunze, *Treasurer***

**Penny Heritage, *Executive Secretary & Publicity Coordinator***

**Peter Pamkowski, *NYS Dept. of Ag & Markets Liaison***

**Jessica Ziehm, *LEAD NY Liaison***

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**Craig Yunker, *Cornell Trustee***

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Matt Ryen  
Jessica Skinner  
Tom Sleight  
Dean Smith  
Don Tracy  
Larry Van De Valk  
Tonya Van Slyke  
Tracy Wiles  
AJ Wormuth

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### **2011**

Diane Held Richard Peterson  
Hans Kunze Dave Tetor  
Fred Perrin Judi Whittaker

### **2012**

Robert Colby Suzanne Mayer  
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Richard Church Michael Haycook  
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Eric Hallman Jessica Ziehm

**Visit [www.nysagsociety.org](http://www.nysagsociety.org) for more information...  
Online Forum registration available in mid-November**